

СЕКЦІЯ 2

АКТИВІЗАЦІЯ РОЗВИТКУ ІННОВАЦІЙНОГО ПІДПРИЄМНИЦТВА В УМОВАХ СОЦІАЛЬНО-ЕКОНОМІЧНИХ ТРАНСФОРМАЦІЙ

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THE GREEN LOGISTICS: APPLICATION IN INTERNATIONAL AND UKRAINIAN COMPANIES

Today, the main characteristic of active business development is the ability to integrate modern technologies at all levels of operation of this business. The list of such technologies increases from year to year and forms even more competition among players in different markets. However, it should be understood that in the pursuit of success and a high ranking among competitors, business owners often neglect the negative impact of aspects of its functioning on the environment. This problem can be solved through the introduction of "green technology" in all areas of business [1, 2]. Examples include the use of renewable energy, recycling of raw materials, the introduction of so-called Green logistics, etc.

One of the most pressing issues of reducing the negative impact on the environment is precisely the issue of Green logistics (GL). History already has examples of its successful implementation among international and Ukrainian companies. Before considering them, it would be useful first of all to give a definition of this concept. In general, the concept of GL emerged in the early 1990s as a new

method in logistics, which directs the standard logistic requirements to the rationality, efficiency and speed of processing and movement of goods and takes into account environmental protection measures [3]. Such researchers of this issue as D. Rogers, R. Tibben-Lembke define the term "green logistics" as "a set of actions aimed at reducing the number of environmental impacts from logistics activities of a given company " [4, p. 130].

A fairly comprehensive definition of the term "green logistics" is also provided by M.Y. Grigorak and Y.V. Varenko: "...it is a system of measures providing for the use of energy- and resource-saving logistics technologies and modern equipment in all parts of the supply chain of goods to minimize the negative impact on the environment and increase the total customer value of products for consumers" [5].

As for the successful application of this concept in practice, among the international companies the following should be listed:

- Nord Stream AG (Germany) – built the world's greenest "Nord Stream" gas pipeline with minimum CO₂ emissions into the atmosphere;
- DHL (Germany) – implemented GoGreen service and maintains records of CO₂ emissions during transportation of all cargoes;
- UPS Air Cargo, an express delivery operator (USA) – uses hybrid-powered vehicles;
- Deutsche Bahn Schenker Rail (Germany) – implements the Eco Plus project and obtains electricity for its electric locomotives from renewable energy sources;
- Green Cargo Road & Logistics AB (Sweden) – uses energy-saving locomotives;
- Toyota (Japan) – makes extensive use of wind turbines and solar panels to generate electricity;
- K Line, a shipping company (Japan) – has developed an innovative computer system to optimize engine operation based on monitoring of weather and hydrographic conditions, which leads to 1% reduction of harmful emissions into the atmosphere.

When it comes to the experience of implementing GL in Ukrainian companies, there are also several companies should be highlighted:

- Meest Express, a company providing postal-logistics services (department in Ukraine) – implemented a program to absorb greenhouse gases, which finances the planting and care of forests from the funds of 1 UAH per parcel, paid by the customer;

- Nova Poshta, a company providing express delivery services for documents, freight and parcels – is expanding its own fleet of electric cars and plans to purchase electric cargo vans for transportation to reduce CO2 emissions into the atmosphere;

- Ukrposhta, Ukraine's national postal operator – is testing parcel delivery using drones.

So, the key task of the introduction of GL in the functioning of various enterprises is to reduce the negative impact of their activities on the environment, through the modernization of the entire logistics system of these enterprises, taking into account all the requirements of ecological operation of companies, thereafter the Green Logistics must add the additional contribution to company`s performance among other business processes [6].

Previous experience of international companies in the successful implementation of this concept has prompted a number of Ukrainian companies to follow their example. The first to top this list were some of the largest logistics companies in Ukraine. It can be concluded that the implementation of GL definitely gives results and can be quite successfully applied in Ukraine. This concept should also be implemented in other large Ukrainian companies.

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ОСНОВНІ ТЕНДЕНЦІЇ РОЗВИТКУ СТАРТАПІВ В УКРАЇНІ В УМОВАХ ВІЙНИ

Відповідно до Національної економічної стратегії 2030, економічна візія України полягає у перетворенні її на найпривабливішу країну економічних можливостей для інновацій, інвестицій та ведення бізнесу. Проте, вторгнення російських збройних сил в Україну ознаменувало початок війни, яка порушила функціонування стартапів і технологічних компаній в Україні. На тлі війни